One user-friendly platform. Optimizable for every OEM.

XRM simplifies sales processes while driving up to $1.1M more gross per year.

Drive up your revenue while driving down vendor fees with XRM, a fully integrated CRM powerhouse built by dealers, for dealers. XRM helps you convert more leads into more sales, adds **$150 more gross per lead conversion** with optimized communication templates, and more.

40% higher lead conversion rate with built-in best practice workflows

Key Features:

- Fully integrated and simple to use
- Customer and lead management task consolidation
- Automated customer follow-up
- VIN/driver's license scanning
- OEM incentive and factory program data access
- Showroom activity tracking

We're more than your CRM provider—we're your partner.

Mobile XRM

- Wirelessly manage customer data and interactions
- Accelerate deal processing with available license plate and driver's license scanning
- Monitor internet leads in real time and complete follow-up tasks wirelessly

Direct Desk

- View incentives and factory programs based on vehicle selection and customer credit history
- Adjust customer payment options with retail, lease, and balloon deals
- Cut deal times in half with professional electronic paperwork

Showroom Control

- Stay on top of all showroom activity in real time
- Empower your team with a single, user-friendly screen
- Prevent costly errors by monitoring every step of the sales process

Additional Tools

- **Internet Lead Management (ILM)** allows you to tailor sales processes while integrating with third-party lead providers
- **Results-Based Follow-Up (RBF)** ensures consistent contact by engaging customers with automated reminders